

**American Indian**  
Quit Line Data Summary  
January 1 - March 31, 2004

	<b>Amer. Indian</b>	<b>State</b>
<b>Number of Calls to Quit Line</b>	<b>N = 85</b>	<b>N = 3,363</b>
<b>Percent of Statewide Calls</b>	3.4%	100.0%
<b>Percent of State Population<sup>1</sup></b>	1.5%	100.0%

  

	<b>Amer. Indian %</b>	<b>State %</b>
<b>Gender</b>	<b>N = 85</b>	<b>N = 2,906</b>
Female	67.1%	64.2%
Male	32.9%	35.8%
<b>Race/Ethnicity</b>	<b>N = 85</b>	<b>N = 2,468</b>
American Indian	100.0%	3.4%
<b>Age</b>	<b>N = 85</b>	<b>N = 2,642</b>
Less than 18 years old	0.0%	1.1%
18 - 24 years old	9.4%	15.2%
25 - 34 years old	23.5%	23.1%
35 - 44 years old	18.8%	24.6%
45 years and older	48.2%	36.0%
<b>Education</b>	<b>N = 85</b>	<b>N = 2,581</b>
Did not graduate high school	23.5%	19.0%
High school graduate	34.1%	36.0%
Some college/vocational school	32.9%	36.4%
College graduate	9.4%	8.6%
<b>Caller Type</b>	<b>N = 84</b>	<b>N = 3,052</b>
General Information	1.2%	12.6%
Health care provider	1.2%	3.6%
Tobacco user	97.6%	83.8%
<b>Payer Type</b>	<b>N = 66</b>	<b>N = 2,005</b>
Insured	24.2%	31.2%
Uninsured	24.2%	29.4%
Medicaid	51.5%	39.4%
<b>Heard About</b>	<b>N = 74</b>	<b>N = 2,412</b>
Past caller	29.7%	15.7%
Employer/worksites	2.7%	1.2%
Health care provider	31.1%	31.8%
Television	8.1%	11.9%
Outdoor advertisement (billboard/bus/wall)	2.7%	1.8%
Targeted mailing	0.0%	0.1%
Great Start	0.0%	0.2%
Radio	1.4%	1.8%
Newspaper/Magazine	0.0%	0.7%
Brochure/Newsletter	2.7%	5.4%
Family or friend	13.5%	22.7%
Health Department	8.1%	5.4%
School	0.0%	1.4%